



DARK SKIES RECAP

Travel Nevada



AGENDA

1. Public Relations
2. Paid Media
3. Organic Digital Efforts





PUBLIC RELATIONS

Executive Summary

Nevada offers some of the best stargazing experiences in the world. Travel Nevada's PR team regularly dedicates media outreach and FAM opportunities around "dark sky" stories.

In FY24, the Great American Eclipse went through Nevada and became a centerpiece of the team's PR efforts. Travel Nevada and its PR agency partners brought national media and top-tier influencers to amplify Nevada as a place to visit for future celestial events – big and small, day or night.

Over the last two fiscal years, the state has garnered 10 pieces of media coverage with combined unique monthly views (UMVs) of more than 170.7 million. Additionally, Travel Nevada has engaged three influencers with dark sky or celestial event related content, with a total Instagram reach of 154,600.





MEDIA COVERAGE



20 Astro-Tourism Experiences Perfect for Fall



Great Basin National Park, Nevada

20/21

[Great Basin National Park](#) is a designated Dark Sky Park, and it hosts a ton of fun astro-tourism experiences. Each week, its Dark Sky Rangers offer a range of programming for star enthusiasts, like full moon hikes and lectures at the park's new Astronomy Amphitheater. It's also home to the Great Basin Astronomy Festival, held this year in late September. Also nearby is the scenic Nevada Northern Railway, which offers a nighttime Sunset, Stars & Champagne Train ride experience. During the day, travelers can explore the region's caves, mountains and forests.



STATE STARGAZING GUIDE

7 Noteworthy Spots for Stargazing in Nevada

As a travel writer, I'm perhaps not supposed to have favorites. But the more I explore Nevada, the Silver State, the more it becomes one of my favorite places - and it's especially great for those of us who love activities surrounding the night sky: there are almost countless great places for stargazing in Nevada!

You see, Nevada is among the ten least densely-populated states, and the vast majority of its residents (3.14 million) live in the [Las Vegas](#) metropolitan area (2.8 million). This means that the rest state is - generally speaking - quite empty and has limited light pollution to interfere with the starry skies above.

Along the Extraterrestrial Highway
Ely Star Train
Massacre Rim Dark Sky Sanctuary



A NIGHT TO REMEMBER

Some national parks shine brightest after dark

Stargazing

Evans' bucket list includes **Great Basin National Park** in Nevada, whose **Great Basin Star Train** offers stargazing by rail on select evenings each summer. "This park is one of the most remote of all the named national parks and has exceptional night skies for viewing the stars," says Grant Baker of the travel blog *Our Wander-Filled Life*. "It may take a bit of time after sunset for the stars to fully come out, but before long there are more stars than darkness. You can even see the Milky Way with the naked eye."

[USA Today - A Night To Remember: Some National Parks Shine After Dark](#) / 65,865,848 UVM

AFAR

A "Ring of Fire" Eclipse Is Coming This Fall: Here's Where to See It

When the sun, moon, and Earth align in October for an annular solar eclipse, skywatchers can head to a handful of U.S. national parks for the best views.

National parks in the annular eclipse path

- Crater Lake National Park, Oregon
- Great Basin National Park, Nevada
- Canyonlands National Park, Utah
- Capitol Reef National Park, Utah
- Bryce Canyon National Park, Utah
- Mesa Verde National Park, Colorado

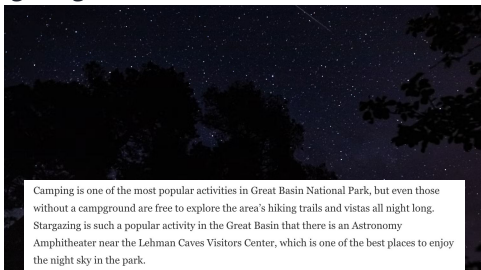
The October annular eclipse will be visible from swaths of **North, Central, and South America**. But skywatchers in some locations will be able to see it better than others—notably, those in the Western half of the United States will have the best views. Starting a little after 9 a.m. Pacific Time, the "ring of fire" will be visible from southwestern Oregon, followed by northeastern Nevada, south-central Utah, central New Mexico, and west-central Texas. By roughly noon Central Time, its path will be over the Gulf of Mexico.

Several U.S. national parks are situated squarely within this **125-mile-wide** route, including Crater Lake National Park, Great Basin National Park, and **Capitol Reef National Park**. Dozens of other national parks are just outside the "ring of fire" path and will experience between 70 and 90 percent obscuration, including Yosemite, Yellowstone, Joshua Tree, and Zion. The eclipse's path will also pass over many national monuments, national recreation areas, national historic parks, and other public lands.

[AFAR - A "Ring of Fire" Eclipse Is Coming This Fall: Here's Where to See It](#) / 1,217,640 UVM



Dark Sky Parks & More: 10 Amazing Places To Go Stargazing This Fall



Camping is one of the most popular activities in Great Basin National Park, but even those without a campground are free to explore the area's hiking trails and vistas all night long. Stargazing is such a popular activity in the Great Basin that there is an Astronomy Amphitheater near the Lehman Caves Visitors Center, which is one of the best places to enjoy the night sky in the park.

Stargazing In Great Basin National Park, Nevada

- **Entrance Fee:** FREE
- **Best Places for Stargazing:** Astronomy Amphitheater, Mather Overlook, Ranch Interpretive Site

Tip

Looking for great stargazing spots near Great Basin National Park? Baker Archeological Site in nearby Baker and the Ranching Exhibit, which lies on Highway 488 between Baker and the park, are both highly recommended stargazing spots, according to the [National Park Service](#).

The Travel - [Dark Sky Parks & More: 10 Amazing Places To Go Stargazing This Fall](#) / 2,779,516 UVM



This U.S. State Has a Stargazing Route That Connects 2 International Dark Sky Parks and Starry Small Towns — and It's the 'Starry-est Route in America'

The first town you'll come to when you leave Great Basin National Park is Baker, a tiny community of just 36 people, according to the 2020 census. The community may be minuscule, but the night sky views are massive. Just north of downtown Baker, you'll find the Baker Archeological Site, which offers spectacular views of the Milky Way and is conveniently en route to your next destination.

If you're passing through Baker on a Saturday, swing by the [Snake Valley Farmers Market](#), which runs weekly from June through October and once monthly for the rest of the year.



Travel + Leisure - [This U.S. State Has a Stargazing Route That Connects 2 International Dark Sky Parks and Starry Small Towns](#) / 11,707,490 UVM

Forbes

Special Events To Book Now For October's 'Ring Of Fire' Solar Eclipse In The U.S.

Ely, Nevada

This gateway town to the [Great Basin National Park](#) will host a [Ring of Fire Eclipse Festival](#) from October 11-16 that will comprise everything from pub crawls to lectures on Nevada's UFO history. On October 14 a "ring of fire" will be visible for 3 minutes 33 seconds from 9:24 a.m. PDT.

Forbes - [Special Events to Book Now for
October's "Ring of Fire" Solar Eclipse in the U.S.](#) /
69,090,272 UVM



Don't fall in: Here's where to view the "ring of fire" eclipse in the US

I'll be viewing this year's annular eclipse from Nevada. I'll be aboard the historic [Nevada Northern Railway](#) en route to Keystone, a location that is in the "path of annularity" - the area where the sun's ring will be clearly viewable. The NNRY is a slew of historic railway buildings and a collection of working vintage trains that date back to 1906. It's operated as a museum since 1987.

Lonely Planet - [Don't fall in: Here's where to view the "ring of fire"
eclipse in the US](#) / 4,655,355 UVM



INFLUENCER FAMS



AFAR

10 Best Places to Travel in October

8. Nevada

October is great for... a star trek.

On October 14, 2023, the **biggest celestial event of the year** will take place, a solar eclipse—and the first of its kind in 11 years. It's what's called an annular eclipse, where the moon is just far enough from the Earth that it doesn't entirely obscure the sun, but rather creates a dazzling ring of fire effect as it moves. It will be visible in much of the western USA, but one of the best spots to enjoy it will be Ely, Nevada, which sits directly in the path of totality—there, the eclipse will last for around 3.5 minutes starting from 9:24 a.m.

The area is celebrating its status as an eclipse spotter's favorite via a five-day **Ring of Fire Eclipse Festival**, which starts on October 11. It will feature UFO events at the local White Pine Museum and the chance to ride the Nevada Northern Railway to view the eclipse, accompanied by NASA-affiliated interpreters.

Where to stay: Hotel Nevada

- **Book now:** [Hotel Nevada](#)

Dating back to 1929, this 64-room property was a celebrity favorite as it has hosted guests like actor Jimmy Stewart, singer Charlie Rich, and actress Ann Rutherford. It has just undergone a much-needed upgrade after a recent renovation.

How to get to rural Nevada

The easiest option for most visitors is [Salt Lake City](#) airport in Utah, a 3.5-hour drive away—it's one of Delta's main hubs, and the carrier connects it to most major cities across the country. If you'd rather not drive that far, check the once-daily commercial flight from SLC to EKO, operated by Delta subsidiary Skywest.

AFAR - [10 Best Places to Travel in October](#) / 1,217,640 UVM

SPACE.com



Fire in the sky: Chasing the annular solar eclipse 2023 on the Extraterrestrial Highway

ELY, Nevada — The state of Nevada is the perfect place to watch for strange things in the sky.

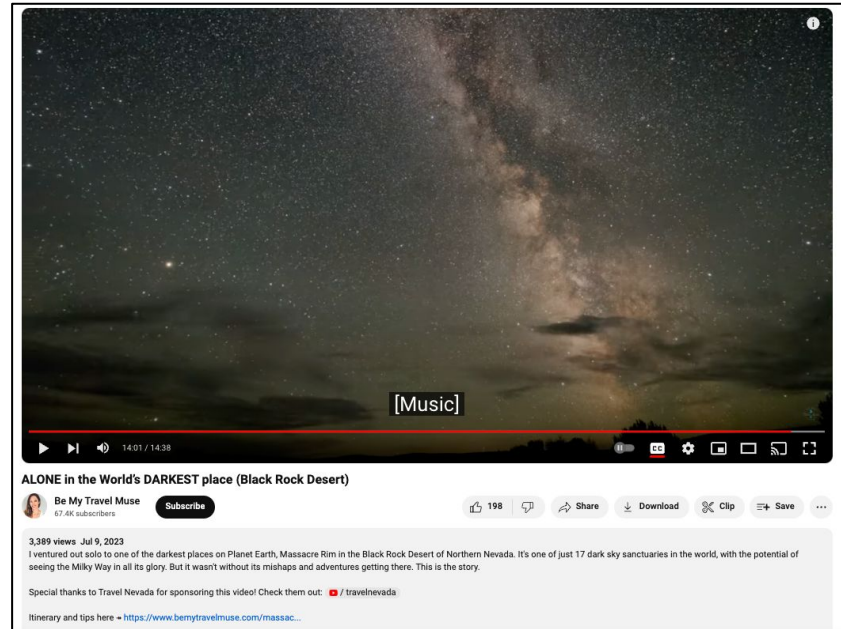
And it's easy to see why as you head north out of Las Vegas and turn onto state route 375, the "Extraterrestrial Highway." This straight stretch of windblown road crosses mostly empty desert, offering vast vistas of open sky and long-distance views of the surrounding mountain ranges.

Space.com - [Fire in the sky: Chasing the annular solar eclipse 2023 on the Extraterrestrial Highway](#) / 13,855,861 UVM

Kristin Addis (@bemytravelmuse)

In June 2023, adventure influencer Kristin Addis took the Burner Byway road trip from Reno, where she camped under the dark skies of the Black Rock Desert. One of her deliverables was a YouTube video about her experiences. Dark sky itinerary highlights included:

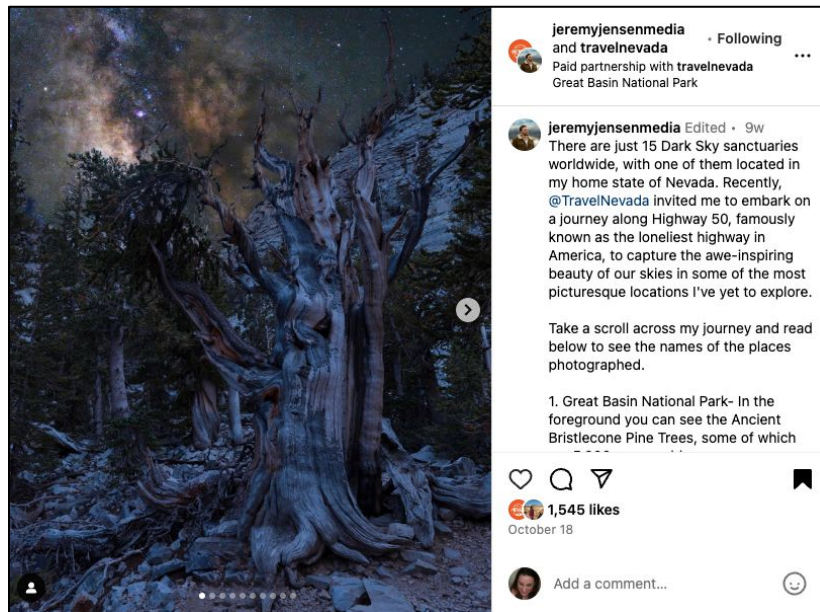
- Soldier Meadows
- Massacre Rim



Jeremy Jensen (@jeremyjensenmedia)

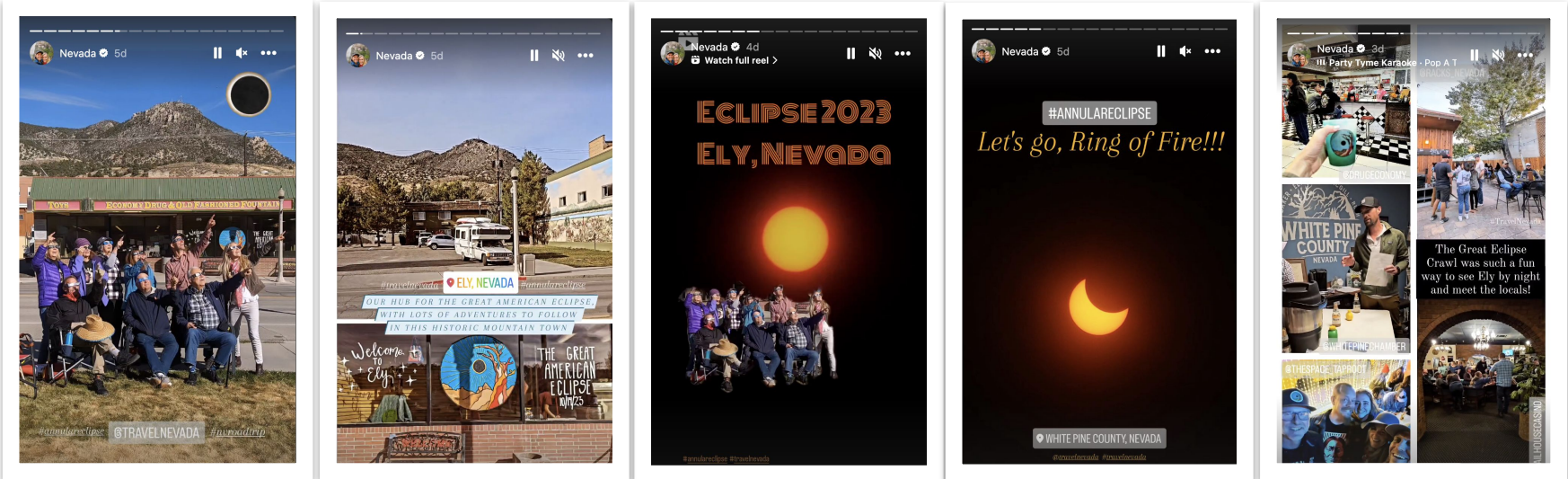
In September 2023, astrophotographer Jeremy Jensen took a dark sky-themed trip through Nevada via The Loneliest Road in America to share with his social media followers, as well as collect dark sky-themed assets for Travel Nevada's use. Dark sky itinerary highlights included:

- Great Basin National Park (Astronomy Festival)
- Ward Charcoal Ovens State Park
- Ely/Northern Nevada Railroad Star Train



Mike and Anne Howard (@honeytrek)

As part of a FAM that spanned several points of interest across the state in September 2023, "World's Longest Honeymooners" Mike and Anne Howard kicked off their Nevada experience in Ely. While in Ely, they experienced the Great American Solar Eclipse and shared it with their followers.





GREAT AMERICAN ECLIPSE MEDIA FAMS

Great American Eclipse media FAM overview

Travel Nevada's PR team coordinated press trips for five Top 100 journalists to view the Great American Eclipse in Ely and explore the Great Basin Highway Road Trip. They documented their travels on social media, and pending coverage will highlight their experiences.



Edmund Vallance
AAA Westways



Anne Kim-Dannibale
National Geographic



Tiana Attridge
AFAR



Brett Tingley
Space.com



Laura Motta
Lonely Planet

Great American Eclipse Media FAM


Brett Tingley
@BrettTingley

Just incredible

#AnnularSolarEclipse #solareclipse



12:39 PM · Oct 14, 2023 · 1,248 Views



Almos...

tian.a @ Johnny Cash - Ring of Fire

tian.a @ riding the @nevada_northern_railway during yesterday's "ring of fire" eclipse for @afarmedia - thanks for having me @travelnevada 🇺🇸

tian.a @ 1 like Reply

planformedani This looks like such a fun adventure!

geccoble So cool!

juliatarantino Stop this is so cute

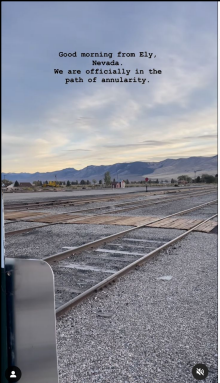
tylerjennings

Liked by afarmedia and 74 others

October 15

Add a comment...

Good morning from Ely, Nevada. We are officially in the path of annularity.



auramariamotta @ · Follow

Original audio

auramariamotta @ All aboard to see the #annulareclipse2023. Headed to Keystone, Nevada on a vintage train courtesy of the the @nevada_northern_railway.

#nevadanorthernrailway #nevadatravel #nevadahighdesert #greatbasin #traintravel #trainstagram #solotravel #annulareclipse #vintagetrain #elynevada

ronnie_dillion Nice neighborhood

kristytolley Beautiful!

calex.studio What a cool trip!

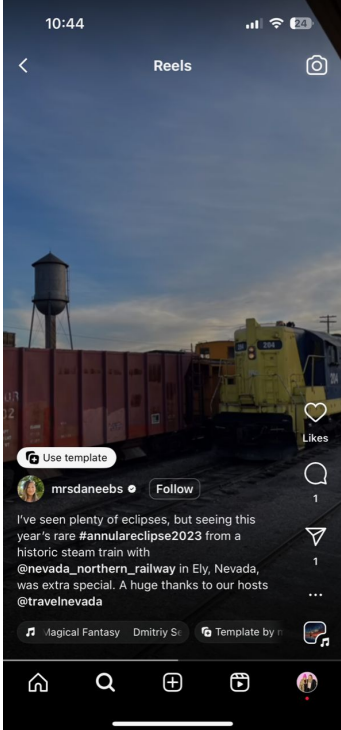
Liked by mcbarton61 and others

4 DAYS AGO

Add a comment...

10:44

Reels



Use template

mrsdaneebis @ Follow

I've seen plenty of eclipses, but seeing this year's rare #annulareclipse2023 from a historic steam train with @nevada_northern_railway in Ely, Nevada, was extra special. A huge thanks to our hosts @travelnevada

Magical Fantasy Dmitry S. Template by n

Home Search Add Post Profile



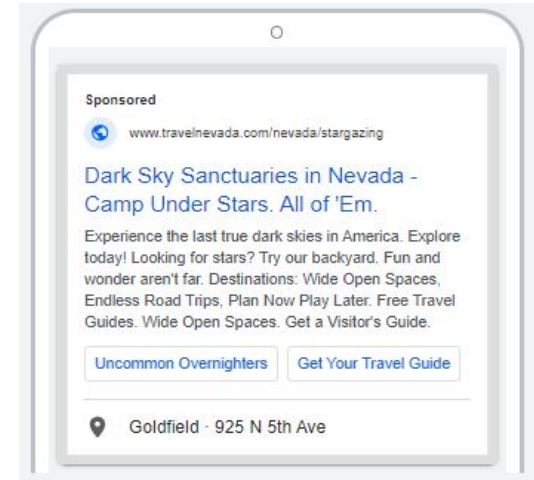
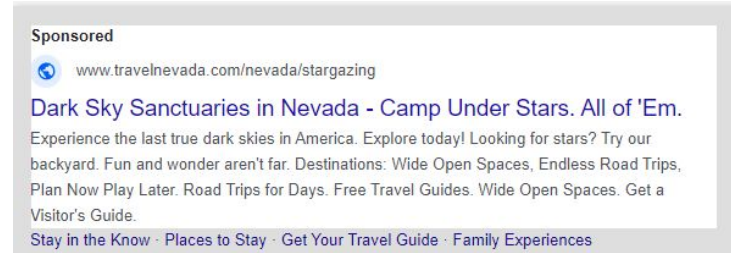
PAID MEDIA

PAID SEARCH

We launched a Stargazing search campaign in October 2022 to bolster awareness of this unique experience in Nevada leveraging our SEM (Search Engine Marketing) strategy to effectively target audiences in market for stargazing adventures.


Launched	Impressions	Clicks	CTR (clicks/impression)	Conv Rate (clicks/conversions)
10/21/21	107,912	25,917	24.02%	19.07%


Landing Page: travelnevada.com/stargazing/stargazing-in-nevada/



SXM MEDIA

In addition to PR, Travel Nevada and its paid media agency partnered with SXM Media on a Dark Skies themed podcast episode with Neil deGrasse Tyson. The episode aired on "Star Talk" on October 13 and delivered more than 150,000 episode downloads and more than 140,000 views on YouTube.

 @jdonehew 3 months ago
One of my favorite Star Talks ever! Three superb guests and wonderful discussions. Thank you!

 @UndeadKIRA 3 months ago
Loved every single one of these guests! We need more episodes like this



STARGAZING WEBSITE TRAFFIC

In late April 2022, we unveiled the Dark Skies templates on travelnevada.com, setting the stage for immersive stargazing experiences.

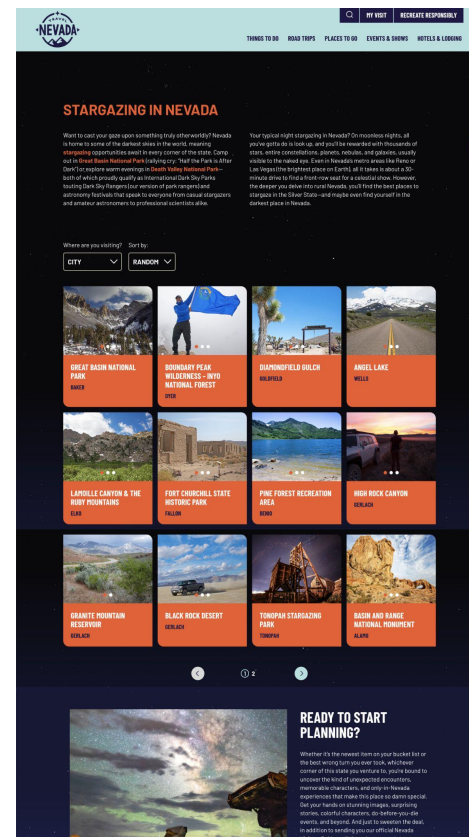
Landing Pages	Sessions (post launch)	Sessions (pre launch)	% Growth	Partner Referrals (post launch)	Partner Referrals (pre launch)	% Growth
/stargazing/stargazing-in-nevada/	28,361	10,949	+159%	1,640	586	+180%
/stargazing/	651	606	+7%	73	39	+87%



Hub page: /stargazing/stargazing-in-nevada/



Listing page: /stargazing/



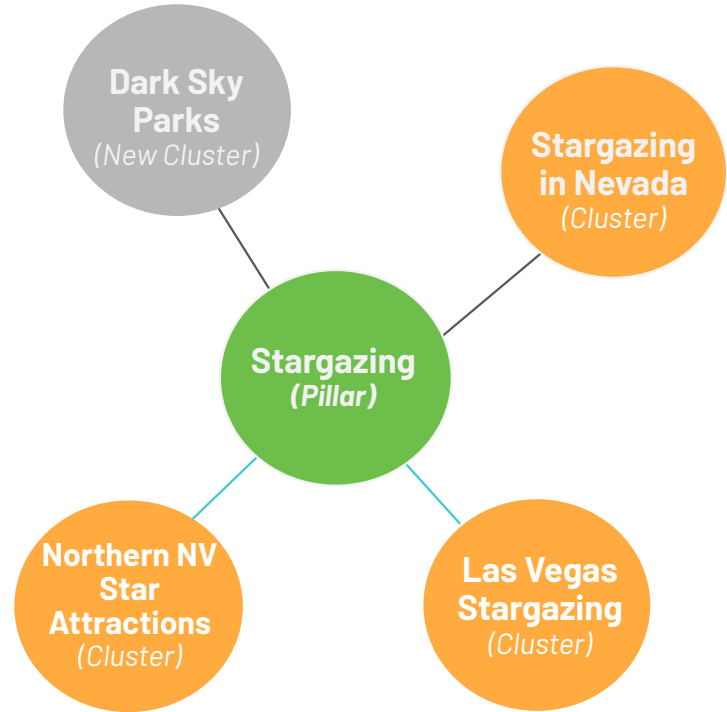
Sources: Google Analytics (UA) / GA4
 Date Ranges: Pre launch: 4/13/2022 - 4/13/2023
 Post launch: 4/30/2022 - 4/30/2023

TravelNevada.com

STARGAZING TOPIC CLUSTER

In March 2023, we optimized the stunning Stargazing hub page, a comprehensive editorial page, as well as four Stargazing spoke pages, as part of our strategic SEO initiative aimed at maximizing their visibility and impact.

- [Stargazing](#) (12.1K MSV)
- [Stargazing in Nevada](#) (50 MSV)
- [Northern NV Star Attractions](#) (90 MSV)
- [Las Vegas Stargazing](#) (320 MSV)
- [Dark Sky Parks](#) (3.6K MSV)



STARGAZING EMAIL SNAPSHOT

Over the past two years, we sent three dedicated email campaigns promoting Stargazing in Nevada.



Sent: 7/27/2023

Howdy!

WELCOME FRIENDS

Welcome to Travel Nevada's dose of inbox fun. Each month, we virtually take you a handful of bite-size Nevada nuggets... past, info, past, crisp... all of it awesome.

📸 @travelnevada

This edition centers on celestial celebration, simply because there's too much wondrous stuff happening in the Silver State's expansive skies. Stick with us and we'll fill you in on where to witness a rare "Ring of Fire" eclipse, see endless stars with your naked eye, and fuel your overnight adventures with tasty eats.

But first, our Question of the Month...

There are only 18 moons in the entire planet that have been named Dark Sky Sanctuaries by the International Dark Sky Association, and one of them is right here in the Silver State. Can you name it? We'll give you a hint. It's mentioned somewhere in this newsletter... 🌌

Keep scrolling and you'll find the answer at the bottom of this email!

ALEXA, PLAY "RING OF FIRE"

Nevada's about to have a first-of-its-kind, an astronomically event that won't happen again until 2039. An annual solar eclipse — which produces a "ring of fire" phenomenon — thanks to a perfectly smaller moon crossing in front of the sun — will dazzle a huge swath of the Silver State.

Sent: 8/22/2022

Stargazing Edition

WELCOME TO TRAVEL NEVADA'S DOSE OF INBOX FUN, WHICH IS LIKE A PIJATA FULL OF BITE-SIZE NEVADA NUGGETS... WITHOUT ALL THE VIOLENT BEATING.

(Please don't beat your computer. That is not recommended.)

In today's virtual piñata, first up: A question...

According to legit NASA scientists, where is the brightest spot on Earth as seen from space?

Were such a tease. The answer's at the bottom of this email, so keep scrolling!

Nevada Spotlight: All About Our Starry Skies

Top Stargazing Places in Nevada

- Massacre Rim
- Great Basin National Park
- Lunar Crater

- Check out how **BuzzFeed** is spreading the word about Nevada's super stary skies with this awesome short video. [GO HERE!](#)
- Great Basin Astronomy Festival at Great Basin National Park** Stargazers can make plans now for the 3-city festival, Sept. 22-24, at Great Basin National Park. [READ MORE!](#)
- Perseid Meteor Shower:** This celestial event takes place every year starting in mid-July and goes through most of August. It also connects with prime Milky Way viewing in Nevada! If you missed it this year, start making plans now for next year. And be sure to check the moon phase calendar for optimal viewing time. [READ MORE!](#)

Nevada Glyphs

- Did you know? Nevada has some of the darkest skies in the Lower 48.
- Is a road trip in the stars? Follow your sign to find out.
- Camp out under the stars at **Great Basin**, one of the nation's least crowded national parks.
- Stargazing of stars. Have you seen the new Top Gun movie? Did you know a lot of this was filmed in Nevada? Check out other movies filmed in the Silver State here.
- 38% of Americans believe they've seen a UFO... compared to 100% of the citizens of Rachel, NV! [\(See or take\)](#)

Sent: 6/15/2021

Dark Sky Detours

Nevada's Top Stargazing Trips

Nevada: Home of the Darkest Skies in the Lower 48.

Nighttime is when Nevada really lights up — and we're not just talking about neon signs and blazing marquee. Go beyond the urban glow and you'll find yourself stargazing beneath the brightest stars in the darkest skies in the Lower 48.

Scope out our lineup of (literally) stellar spots to gaze at twinkling constellations, planets, thousands of stars, and even entire galaxies with your naked eye — and get our tips on how to make a proper Nevada night of it.

GET STARSTRUCK

Stargazing Outside Las Vegas

Even with our major metro's millions of lights beaming into space, you don't have to travel too far to find a stunningly star-studded sky.

GET OUR TRIP TIPS +

Stargazing Road Trips from Reno

Discover two epic, International Dark Sky Association-designated astro arenas and plenty of other wide-open wonder spots up north.

GET OUR TRIP TIPS +



STARGAZING EMAIL TRAFFIC

Travel Industry Benchmarks

Open rate: 40.31%

CTR: 4.91%

Click rate: 1.98%

Email	Audience	Date Sent	Email Theme	Open Rate (Opened/Sent)	Click Rate (Clicks/Delivered)	Click-Through -Rate (CTR) (Clicks/Delivered & Opened)
Stargazing (thematic)	NV Subs	7/27/23	🕶️ Coming Soon to NV: The Ring of Fire Eclipse 🔥	24.95%	5.05%	20.25%
Stargazing (thematic)	Non NV Subs	7/27/23	🕶️ Coming Soon to NV: The Ring of Fire Eclipse 🔥	20.08%	1.84%	9.15%
Stargazing (thematic)	NV Subs	8/30/22	Dark Skies, Deep Wonder: Your Stargazing Guide.	19.89%	4.25%	21.37%
Stargazing (thematic)	Non NV Subs	8/30/22	Dark Skies, Deep Wonder: Your Stargazing Guide.	17.10%	2.20%	12.89%
Dark Skies & Stargazing (standard template)	NV Subs	6/15/21	Discover the Best Stargazing Spots in the Lower 48 	32.98%	6.37%	19.31%
Dark Skies & Stargazing (standard template)	Non NV Subs	6/15/21	Discover the Best Stargazing Spots in the Lower 48 	30.13%	3.12%	10.38%

THANK YOU!

